



## USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 07/28 thru 08/03.

(prices in dollars per carton)

Fri. Jul 28, 2006

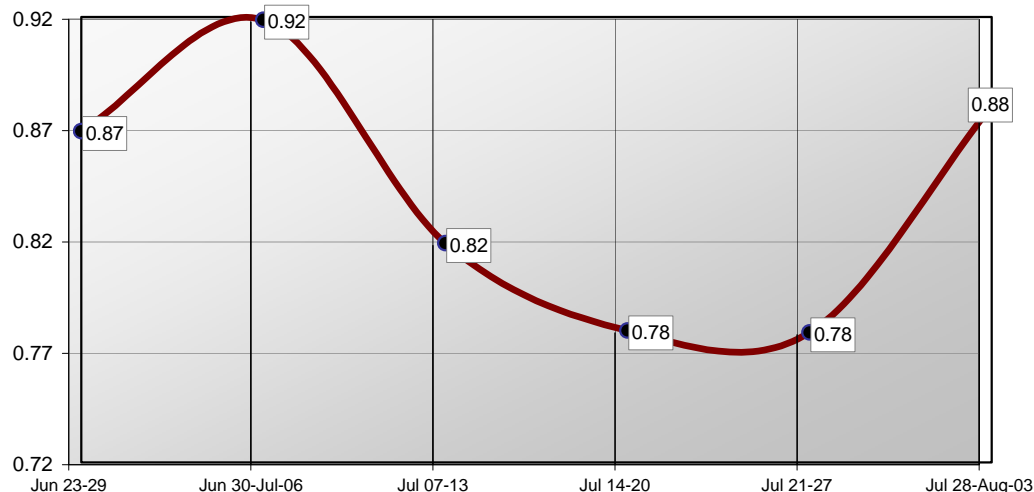
| NATIONAL SUMMARY                      |               |                        |          |           |            |                        |          |               |            |  |
|---------------------------------------|---------------|------------------------|----------|-----------|------------|------------------------|----------|---------------|------------|--|
| Feature Rate                          |               | THIS WEEK              |          |           |            | PREVIOUS WEEK          |          |               |            |  |
|                                       |               | 38.1% of 17,000 stores |          |           |            | 29.8% of 17,000 stores |          |               |            |  |
|                                       |               | X LARGE                |          | LARGE     |            | X LARGE                |          | LARGE         |            |  |
|                                       |               | Stores                 | Avg      | Stores    | Avg        | Stores                 | Avg      | Stores        | Avg        |  |
| REGULAR                               | USDA GRADE AA |                        |          |           |            |                        |          |               |            |  |
|                                       | White 12 pack |                        |          |           | 1,570 0.99 |                        |          |               | 440 0.85   |  |
|                                       | White 18 pack |                        |          |           | 440 1.15   |                        |          |               | 1,130 1.06 |  |
|                                       | Brown 12 pack |                        |          |           |            |                        |          |               |            |  |
|                                       | USDA GRADE A  |                        |          |           |            |                        |          |               |            |  |
|                                       | White 12 pack |                        |          |           | 940 0.91   |                        | 320 0.77 |               | 860 0.84   |  |
| SPECIALTY                             | White 18 pack |                        |          |           | 1,190 1.12 |                        |          |               | 20 0.99    |  |
|                                       | Brown 12 pack |                        |          |           |            |                        |          |               |            |  |
|                                       | USDA ORGANIC  |                        |          |           |            |                        |          |               |            |  |
|                                       | White 12 pack |                        |          |           |            |                        |          |               |            |  |
|                                       | Brown 12 pack |                        |          |           | 2,030 3.02 |                        | 210 4.00 |               | 830 3.45   |  |
|                                       | OMEGA-3       |                        |          |           |            |                        |          |               |            |  |
| LARGE                                 | White 12 pack |                        |          |           | 830 1.93   |                        | 120 1.99 |               | 820 2.14   |  |
|                                       | Brown 12 pack |                        | 220 2.49 |           | 320 2.65   |                        |          |               | 160 2.65   |  |
|                                       | CAGE-FREE     |                        |          |           |            |                        |          |               |            |  |
|                                       | White 12 pack |                        |          |           | 320 2.06   |                        |          |               | 140 2.00   |  |
|                                       | Brown 12 pack |                        |          |           | 380 2.55   |                        |          |               | 750 2.22   |  |
|                                       |               |                        |          |           |            |                        |          |               |            |  |
| ACTIVITY INDEX SUMMARY                |               |                        |          | THIS WEEK |            | LAST WEEK              |          | INVENTORY 5/  |            |  |
| Regular Shell Eggs (XL/LG; AA/A; W/B) |               |                        |          | 4,140     |            | 2,770                  |          | Large Eggs on |            |  |
| Specialty Shell Eggs                  |               |                        |          | 4,100     |            | 3,030                  |          | Jul-24-2006   |            |  |
| Total (including Medium)              |               |                        |          | 8,350     |            | 6,140                  |          | 416.2         |            |  |
| Special Rate 4/:                      |               |                        |          | 3.7%      |            | 3.8%                   |          | down 7%       |            |  |

5/: Inventory in thousands of 30-dozen cases.

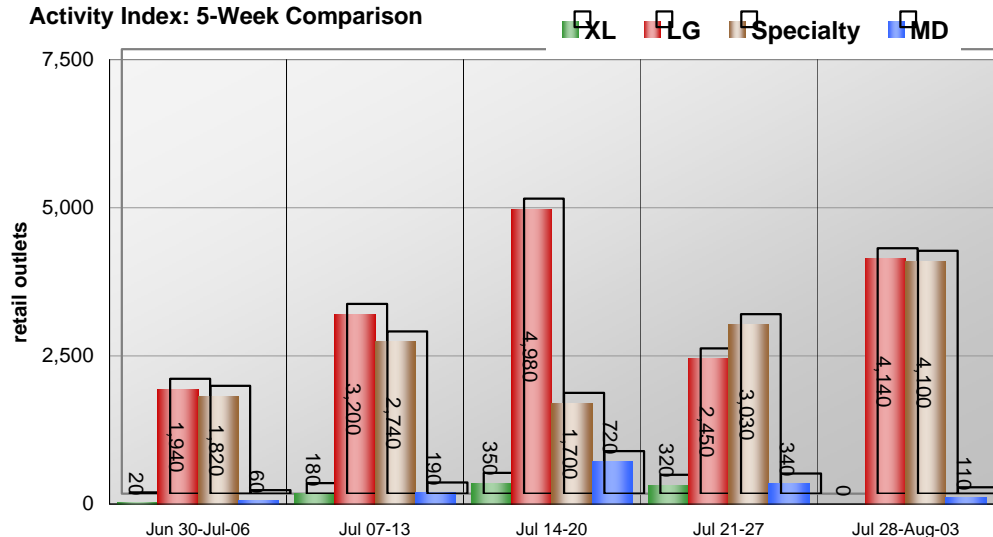
### Shell Egg Featuring - 07/28 thru 08/03

Regular shell egg feature activity increased this week. The average price of Grade A Large white eggs offered to consumers is 10 cents more than a week ago. The majority of sampled outlets with promotions are in the Northwest, Southwest and South Central regions. Medium ads are sporadic and Extra Large regular eggs have all but disappeared this cycle. Advertisements of USDA Certified Organic large eggs are spread throughout all regions and easily dominated the specialty egg category, although at a slightly lower average price. Omega-3 and Cage free eggs continue to maintain a steady pace.

### Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



### Activity Index: 5-Week Comparison



### Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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|   |               | NORTHEAST U.S.<br>(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)  |             |        |             |             |        | SOUTHEAST U.S.<br>(AL,FL,GA,MS,NC,SC,TN,VA,WV) |        |        |             |        |        | MIDWEST U.S.<br>(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) |        |        |             |        |        |
|---|---------------|---|-------------|--------|-------------|-------------|--------|--|--------|--------|-------------|--------|--------|--|--------|--------|-------------|--------|--------|
| 1/ Feature Rate                           |               | 45.3% of 3,900 sampled outlets                        |             |        |             |             |        | 15.4% of 4,700 sampled outlets                 |        |        |             |        |        | 30.2% of 2,800 sampled outlets                     |        |        |             |        |        |
| 2/ Activity Index                         |               | Activity Index = 2,280 (includes Medium)              |             |        |             |             |        | Activity Index = 910 (includes Medium)         |        |        |             |        |        | Activity Index = 1,180 (includes Medium)           |        |        |             |        |        |
| CLASS                                     |               | EXTRA LARGE   |             |        | LARGE       |             |        | EXTRA LARGE                                    |        |        | LARGE       |        |        | EXTRA LARGE  |        |        | LARGE       |        |        |
|   |               | Price Range   | Stores      | Avg 3/ | Price Range | Stores      | Avg 3/ | Price Range                                    | Stores | Avg 3/ | Price Range | Stores | Avg 3/ | Price Range  | Stores | Avg 3/ | Price Range | Stores | Avg 3/ |
| USDA<br>GRADE<br>AA                       | White 12 pack |   |             |        | 0.77        | 10          | 0.77   |  |        |        | 0.77        |        | 0.77   |  |        |        | 0.50 - 1.00 | 20     | 0.68   |
|   | White 18 pack |   |             |        |             |             |        |  |        |        | 1.19        | 120    | 1.19   |  |        |        | 1.00        | 10     | 1.00   |
|   | Brown 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
| MEDIUM                                    |               | White 12 pack   |             |        |             |             |        | White 12 pack                                  |        |        |             |        |        | White 12 pack                                      |        |        |             |        |        |
| USDA<br>GRADE<br>A                        | White 12 pack |   |             |        | 0.50 - 1.00 | 470         | 0.93   |  |        |        | 1.00        | 50     | 1.00   |  |        |        | 0.50 - 1.00 | 420    | 0.89   |
|   | White 18 pack |   |             |        | 0.88        | 160         | 0.88   |  |        |        | 0.88 - 1.39 | 550    | 1.33   |  |        |        | 0.57 - 1.00 | 100    | 0.96   |
|   | Brown 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
| MEDIUM                                    |               | White 12 pack   |             |        | 0.33        |             | 0.33   | White 12 pack                                  |        |        | 0.33        |        | 0.33   | White 12 pack                                      |        |        | 0.33 - 0.72 | 40     | 0.49   |
|   |               | White 30 pack   |             |        |             |             |        | White 30 pack                                  |        |        |             |        |        | White 30 pack                                      |        |        |             |        |        |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y | USDA ORGANIC  |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | White 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | Brown 12 pack |   |             |        |             | 2.50 - 3.69 | 630    | 3.08   |        |        | 2.99 - 3.19 | 190    | 3.14   |  |        |        | 2.98 - 2.99 | 230    | 2.98   |
|   | OMEGA-3       |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | White 12 pack |   |             |        |             | 1.68 - 3.99 | 330    | 1.85   |        |        |             |        |        |  |        |        | 1.68 - 2.50 | 60     | 1.72   |
|   | Brown 12 pack |   | 2.00 - 2.50 | 220    | 2.49        | 2.00 - 3.00 | 320    | 2.65   |        |        |             |        |        |  |        |        |             |        |        |
|   | CAGE-FREE     |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | White 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        | 2.00 - 2.50 | 200    | 2.00   |
|   | Brown 12 pack |   |             |        |             | 2.50        | 140    | 2.50   |        |        |             |        |        |  |        |        | 1.99        | 100    | 1.99   |
|   |               | SOUTH CENTRAL U.S.<br>(AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) |             |        |             |             |        | SOUTHWEST U.S.<br>(CA,NV)                      |        |        |             |        |        | NORTHWEST U.S.<br>(ID,MT,OR,WA,WY)                 |        |        |             |        |        |
| 1/ Feature Rate                           |               | 49.6% of 2,700 sampled outlets                        |             |        |             |             |        | 53.7% of 1,900 sampled outlets                 |        |        |             |        |        | 76.8% of 1,000 sampled outlets                     |        |        |             |        |        |
| 2/ Activity Index                         |               | Activity Index = 1,730 (includes Medium)              |             |        |             |             |        | Activity Index = 1,340 (includes Medium)       |        |        |             |        |        | Activity Index = 910 (includes Medium)             |        |        |             |        |        |
| USDA<br>GRADE<br>AA                       | White 12 pack |   |             |        | 1.00        | 360         | 1.00   |  |        |        | 1.00        | 880    | 1.00   |  |        |        | 1.00        | 300    | 1.00   |
|   | White 18 pack |   |             |        | 0.99 - 1.50 | 180         | 1.02   |  |        |        | 0.99 - 1.50 | 120    | 1.34   |  |        |        | 0.99        | 10     | 0.99   |
|   | Brown 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
| MEDIUM                                    |               | White 12 pack   |             |        |             |             |        | White 12 pack                                  |        |        |             |        |        | White 12 pack                                      |        |        |             |        |        |
| USDA<br>GRADE<br>A                        | White 12 pack |   |             |        | 0.58 - 1.39 | 380         | 0.94   |  |        |        |             |        |        |  |        |        |             |        |        |
|   | White 18 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | Brown 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
| MEDIUM                                    |               | White 12 pack   |             |        | 0.36 - 0.72 | 70          | 0.48   | White 12 pack                                  |        |        |             |        |        | White 12 pack                                      |        |        |             |        |        |
|   |               | White 30 pack   |             |        |             |             |        | White 30 pack                                  |        |        |             |        |        | White 30 pack                                      |        |        |             |        |        |
| S<br>P<br>E<br>C<br>I<br>A<br>L<br>T<br>Y | USDA ORGANIC  |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | White 12 pack |   |             |        |             | 2.99        | 360    | 2.99   |        |        | 2.99        | 320    | 2.99   |  |        |        | 2.88 - 2.99 | 300    | 2.95   |
|   | Brown 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | OMEGA-3       |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | White 12 pack |   |             |        |             | 2.00 - 2.50 | 220    | 2.05   |        |        |             |        |        |  |        |        | 2.00        | 220    | 2.00   |
|   | Brown 12 pack |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | CAGE-FREE     |   |             |        |             |             |        |  |        |        |             |        |        |  |        |        |             |        |        |
|   | White 12 pack |   |             |        |             | 2.50        | 20     | 2.50   |        |        | 2.50        | 20     | 2.50   |  |        |        | 1.99        | 80     | 1.99   |
|   | Brown 12 pack |   |             |        |             | 3.00        | 140    | 3.00   |        |        |             |        |        |  |        |        | 3.00        |        | 3.00   |

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>